

**City of Winter Garden**  
**Strategic Mapping of the National Citizen Survey™ Questions/Performance Indicators**  
**2009-2015 Comparisons**

Strategic Plan Priorities	The NCS™ Question/Performance Indicators	Percent Positive 2009	Percent Positive 2011	Percent Positive 2013	Percent Positive 2015	National Benchmark Comparison **				Florida Small City Benchmark Comparison ***		
						Key: ↑↑ = Much Above* ↑ = Above ↔ = Similar ↓ = Below ↓↓ = Much Below *				Key: ↑↑ = Much Above ↑ = Above ↔ = Similar ↓ = Below ↓↓ = Much Below		
						2009	2011	2013	2015	2011	2013	2015
<b>Vision/Mission</b>	Overall quality of life in Winter Garden	85%	94%	92%	93%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Overall image or reputation of Winter Garden	77%	81%	89%	92%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	The overall direction that Winter Garden is taking	76%	83%	88%	86%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Recommend living in Winter Garden to someone who asks	92%	94%	96%	98%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Remain in Winter Garden for the next five years	84%	92%	92%	96%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑
	Winter Garden as a place to raise children	85%	91%	89%	94%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Winter Garden as a place to retire	75%	81%	85%	91%	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
	Winter Garden as a place to live	92%	94%	93%	98%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Your neighborhood as a place to live	77%	88%	84%	85%	↔	↑↑	↑	↔	↑↑	↑↑	↑
<b>Goal: Improve &amp; Maintain Mobility</b>	Ease of travel by car in Winter Garden	77%	72%	80%	90%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Ease of travel by bicycle in Winter Garden	76%	74%	82%	83%	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
	Ease of walking in Winter Garden	77%	77%	80%	83%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Availability of paths and walking trails	77%	80%	84%	87%	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
	Traffic flow on major streets	58%	63%	72%	73%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Street repair	54%	60%	64%	71%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Sidewalk maintenance	62%	72%	72%	79%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Amount of Public Parking	58%	67%	66%	61%	↑	↑↑	↑↑	↔	↑↑	↑	↔
	Street lighting	59%	74%	76%	78%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑
	Traffic signal timing	60%	63%	72%	72%	↑	↑↑	↑↑	↑	↑↑	↑↑	N/A
	Overall ease of getting to the places you usually have to visit (new)	N/A	N/A	N/A	91%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Ease of public parking (new)	N/A	N/A	N/A	65%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Used bus or other public transportation instead of driving (new)	N/A	N/A	N/A	6%	N/A	N/A	N/A	↓↓	N/A	N/A	N/A
	Carpooled with other adults or children instead of driving alone (new)	N/A	N/A	N/A	37%	N/A	N/A	N/A	↔	N/A	N/A	N/A
	Walked or biked instead of driving (new)	N/A	N/A	N/A	52%	N/A	N/A	N/A	↔	N/A	N/A	N/A

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<b>Goal: Ensure a Safe Community</b>	Safety from violent crime (e.g., rape, assault, robbery)	68%	81%	81%	88%	↔	↑	↔	↔	↑↑	↑↑	N/A
	Safety from property crime (e.g., burglary, theft)	51%	71%	69%	75%	↔	↑↑	↑	↔	↑↑	↑↑	N/A
	Safety in your neighborhood during the day	90%	94%	92%	97%	↔	↔	↔	↔	↑	↔	↔
	Safety in your neighborhood after dark	69%	83%	79%	87%	↔	↑	↔	↔	↑↑	↑↑	↑
	Safety in Winter Garden's downtown area during the day	93%	96%	95%	96%	↑	↑↑	↑	↔	↑↑	↑↑	↑
	Safety in Winter Garden's downtown area after dark	68%	82%	82%	86%	↑	↑↑	↑↑	↑	↑↑	↑↑	N/A
	Household member was a victim of a crime in Winter Garden	14%	5%	9%	10%	↔	↓↓	↔	↔	↓↓	↓	↔
	Police services	79%	89%	88%	92%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Crime prevention	60%	83%	81%	84%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑
	Traffic enforcement	75%	80%	80%	82%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Fire services	93%	96%	92%	97%	↔	↑	↔	↔	↑↑	↔	↔
	Ambulance or emergency medical services	88%	94%	90%	96%	↔	↑	↑	↔	↑↑	↔	↔
	Fire prevention and education	71%	82%	82%	80%	↔	↑	↑	↔	↑↑	↑	↑
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	68%	63%	70%	↔	↑	↔	↔	↓	↔	↔
	Overall feeling of safety in Winter Garden <i>(new)</i>	N/A	N/A	N/A	91%	N/A	N/A	N/A	↔	N/A	N/A	N/A
	Reported a crime to the police in Winter Garden <i>(new)</i>	N/A	N/A	N/A	17%	N/A	N/A	N/A	↔	N/A	N/A	N/A
Stocked supplies in preparation for an emergency <i>(new)</i>	N/A	N/A	N/A	33%	N/A	N/A	N/A	↔	N/A	N/A	N/A	
<b>Goal: Encourage a Thriving Community</b>	Quality of new development in Winter Garden	82%	82%	87%	86%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Variety of housing options	71%	77%	73%	79%	↑	↑↑	↑↑	↑	↑↑	↑	↑
	Overall quality of business and service establishments in Winter Garden	71%	81%	86%	77%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Shopping opportunities	82%	84%	86%	85%	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
	Employment opportunities	23%	43%	42%	47%	↓	↑↑	↑↑	↔	↑↑	↑↑	↑
	Availability of affordable quality housing	52%	65%	67%	70%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Positive impact of economy on household (family) income	16%	17%	32%	42%	↔	↔	↑↑	↑	↓	↑↑	↑

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	Housing cost 30% or more of income – feel financially stressed	45%	47%	42%	35%	↑	↑↑	↑↑	↔	↔	↔	↔
	Winter Garden as a place to work	54%	68%	61%	75%	↔	↑↑	↔	↑	↑↑	↑↑	↑
	Winter Garden as a place to visit <i>(new)</i>	N/A	N/A	N/A	86%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Overall “built environment” of Winter Garden (including overall design, buildings, parks and transportation systems) <i>(new)</i>	N/A	N/A	N/A	83%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Overall economic health of Winter Garden <i>(new)</i>	N/A	N/A	N/A	82%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Availability of affordable quality food <i>(new)</i>	N/A	N/A	N/A	82%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Vibrant downtown/commercial area <i>(new)</i>	N/A	N/A	N/A	86%	N/A	N/A	N/A	↑↑	N/A	N/A	N/A
	Economic Development <i>(new)</i>	54%	N/A	N/A	76%	↑↑	N/A	N/A	↑	N/A	N/A	↑↑
	Cost of living in Winter Garden <i>(new)</i>	N/A	N/A	N/A	67%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Purchased goods or services from a business located in Winter Garden <i>(new)</i>	N/A	N/A	N/A	97%	N/A	N/A	N/A	↔	N/A	N/A	N/A
Goal: Protect the Sense of Community	Sense of community	73%	79%	88%	81%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Opportunities to volunteer	58%	75%	74%	71%	↓	↔	↔	↔	↔	↑	↔
	Opportunities to participate in community matters	57%	70%	73%	74%	↔	↑	↑	↔	↑	↑↑	↔
	Attended a local public meeting	24%	21%	22%	30%	↓	↓	↔	↔	↓↓	↓	↔
	Availability of affordable quality child care/preschool	50%	60%	67%	69%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Availability of affordable quality health care	44%	56%	61%	68%	↔	↔	↔	↔	↑	↑	↑
	Read Winter Garden Newsletter publication	83%	92%	90%	74%	↔	↑↑	↑↑	N/A	↑↑	↔	N/A
	Public information services	58%	72%	72%	73%	↔	↑	↑	↔	↑↑	↑	↑
	Volunteered your time to some group or activity in Winter Garden	25%	25%	25%	23%	↓	↓↓	↓↓	↓	↓↓	↓↓	↓
	Participated in a club	15%	15%	16%	14%	↓	↓↓	↓↓	↓	↓↓	↓↓	↓
	Job Winter Garden government does at welcoming citizen involvement	49%	74%	73%	70%	↓	↑↑	↑↑	↑	↑↑	↑↑	↑
	Health and wellness opportunities in Winter Garden <i>(new)</i>	N/A	N/A	N/A	77%	N/A	N/A	N/A	↔	N/A	N/A	↑

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	Availability of preventive health services <i>(new)</i>	N/A	N/A	N/A	69%	N/A	N/A	N/A	↔	N/A	N/A	↑
	Talked to or visited with your immediate neighbors <i>(new)</i>	N/A	N/A	N/A	90%	N/A	N/A	N/A	↔	N/A	N/A	N/A
	Done a favor for a neighbor <i>(new)</i>	N/A	N/A	N/A	82%	N/A	N/A	N/A	↔	N/A	N/A	N/A
	Value of services for the taxes paid to Winter Garden	54%	76%	78%	72%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑
	Overall confidence in Winter Garden government <i>(new)</i>	N/A	N/A	N/A	81%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Winter Garden government generally acting in the best interest of the community <i>(new)</i>	N/A	N/A	N/A	82%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Winter Garden government being honest <i>(new)</i>	N/A	N/A	N/A	81%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Winter Garden government treating all residents fairly <i>(new)</i>	N/A	N/A	N/A	81%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Voted in the last election	79%	77%	75%	77%	↔	↔	↔	↔	↔	↔	↔
	Read or watched local news (via television, paper, computer)	N/A	N/A	N/A	87%	N/A	N/A	N/A	↔	N/A	N/A	N/A
<b>Goal: Preserve the Natural Environment</b>	Air quality	75%	80%	82%	91%	↑	↑↑	↑↑	↑	↔	↑	↑
	Overall quality of natural environment in Winter Garden	77%	82%	86%	94%	↔	↑	↑↑	↑	↑	↑↑	↑
	Preservation of natural areas such as open space, farmlands and greenbelts	53%	66%	68%	71%	↔	↑↑	↑	↔	↑↑	↑	↑
	Safety from toxic waste or other environmental hazard(s)	78%	83%	84%	87%	↔	↑↑	↑	↔	↑	↑	N/A
	Recycle at home	78%	87%	81%	88%	↔	↑	↔	↔	↑↑	↔	↔
	Made efforts to conserve water	N/A	75%	78%	85%	N/A	N/A	N/A	↔	N/A	N/A	N/A
	Recycling Service	82%	86%	89%	90%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
<b>Goal: Provide an Attractive Community</b>	Overall appearance of Winter Garden	74%	88%	89%	92%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Cleanliness of Winter Garden	80%	87%	87%	91%	↑	↑↑	↑↑	↑	↑	↑↑	↑↑
	Street cleaning (mowing, litter clean-up, street sweeping)	67%	77%	77%	85%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Land use, planning and zoning	56%	75%	66%	71%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Code enforcement (weeds/unkept lawns, abandoned buildings, inoperable vehicles, etc.)	36%	67%	56%	67%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑

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	Pedestrian areas and landscape maintenance	N/A	79%	77%	88%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Garbage collection	88%	88%	91%	92%	↑	↑↑	↑↑	↔	↑↑	↑↑	↑
	Yard waste pick-up	84%	87%	90%	90%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
	Public places where people want to spend time <i>(new)</i>	N/A	N/A	N/A	89%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Observed a code violation/other hazard in Winter Garden <i>(new)</i>	N/A	N/A	N/A	51%	N/A	N/A	N/A	↔	N/A	N/A	N/A
	City facilities (City Hall, etc.)	N/A	N/A	88%	95%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Goal: Provide Recreation, Arts and Culture</b>	Recreational opportunities	60%	79%	80%	87%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑
	Used Winter Garden recreation centers or their services	42%	58%	46%	58%	↓	↔	↓↓	↔	↔	↓↓	↔
	Visited a neighborhood park or City park	78%	83%	81%	82%	↓	↓	↓	↔	↔	↔	↔
	City parks	84%	90%	88%	89%	↑	↔	↑	↔	↑↑	↑↑	↑
	Recreation programs or classes	75%	88%	82%	82%	↔	↑↑	↑↑	↔	↑↑	↑↑	↑
	Recreation centers or facilities	69%	82%	82%	80%	↔	↑↑	↑↑	↔	↑↑	↑	↑
	Opportunities to participate in social events and activities	58%	75%	77%	85%	↓	↑↑	↑↑	↑	↑↑	↑↑	↑
	Opportunities to attend cultural/arts/music activities	58%	71%	74%	81%	↔	↑↑	↑↑	↑	↑↑	↑↑	↑
	Fitness opportunities (including exercise classes and paths or trails, etc.) <i>(new)</i>	N/A	N/A	N/A	85%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Attended a City-sponsored event <i>(new)</i>	N/A	N/A	N/A	64%	N/A	N/A	N/A	↑	N/A	N/A	N/A
	Quality of City –sponsored special events <i>(new)</i>	N/A	N/A	N/A	85%	N/A	N/A	N/A	↑	N/A	N/A	N/A
<b>Goal: Support Public Education &amp; Learning Opportunities</b>	Educational opportunities (modified to “Adult educational opportunities” in the 2015 survey)	48%	65%	59%	66%	↓	↔	↔	↔	↑	↔	N/A
	Public schools (K-12 Education)	57%	72%	77%	72%	↓	↑	↑	↔	↑↑	N/A	N/A
	Storm drainage	71%	79%	81%	84%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑
	Drinking water taste	N/A	61%	52%	63%	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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	Drinking water pressure	N/A	71%	69%	79%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	Sewer services	76%	85%	86%	90%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑	
<b>Goal: Maintain Quality Services and Infrastructure</b>	Services provided by the City of Winter Garden	82%	87%	90%	92%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑	
	Services provided by Federal Government	38%	40%	44%	54%	↔	↔	↑	↔	↔	↑	↑	
		<b>Customer Service Indicators</b>											
		Overall customer service by Winter Garden employees (ex: Reception, Community Development, Recreation, Solid Waste)	82%	85%	87%	89%	↑	↑↑	↑↑	↑	↑↑	↑↑	↑
		Utility Billing Services	N/A	72%	73%	77%	N/A	N/A	N/A	↔	N/A	N/A	N/A
		Contacted the City of Winter Garden (in-person, phone, email or web) for help or information	55%	51%	52%	47%	↔	↓	↔	↔	↓	↔	↔

Notes:

\* "Much Above" and "Much Below" comparison indicators were not used in the 2009 National Citizen Survey

\*\* Represents a comparison of about 500 jurisdictions from 41 states with a population range from "less than 40,000" to "greater than 150,000"

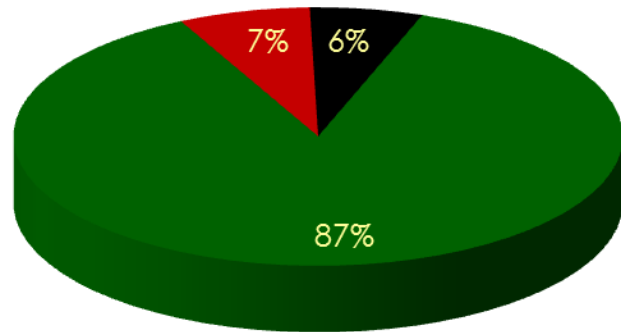
\*\* Represents a comparison of 9 similar size Florida jurisdictions with a population range from 17,000 to 55,500

Green fonts indicate a favorable change over prior year; Red fonts indicate an unfavorable change from prior year

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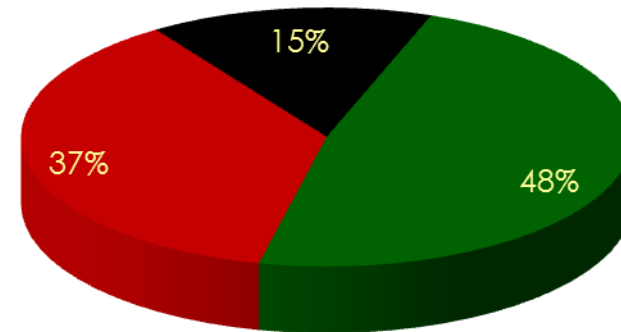
Distribution of Favorable Vs. Unfavorable Results

2011 Survey Rating Distribution



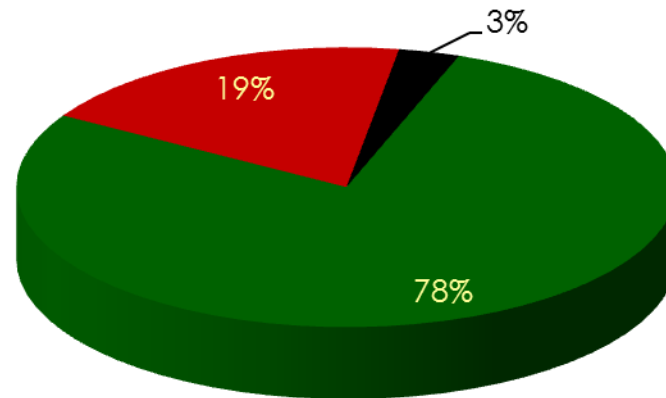
■ Favorable change ■ Unfavorable change ■ No change

2013 Survey Rating Distribution



■ Favorable change ■ Unfavorable change ■ No change

2015 Survey Rating Distribution



■ Favorable change ■ Unfavorable change ■ No change